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Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

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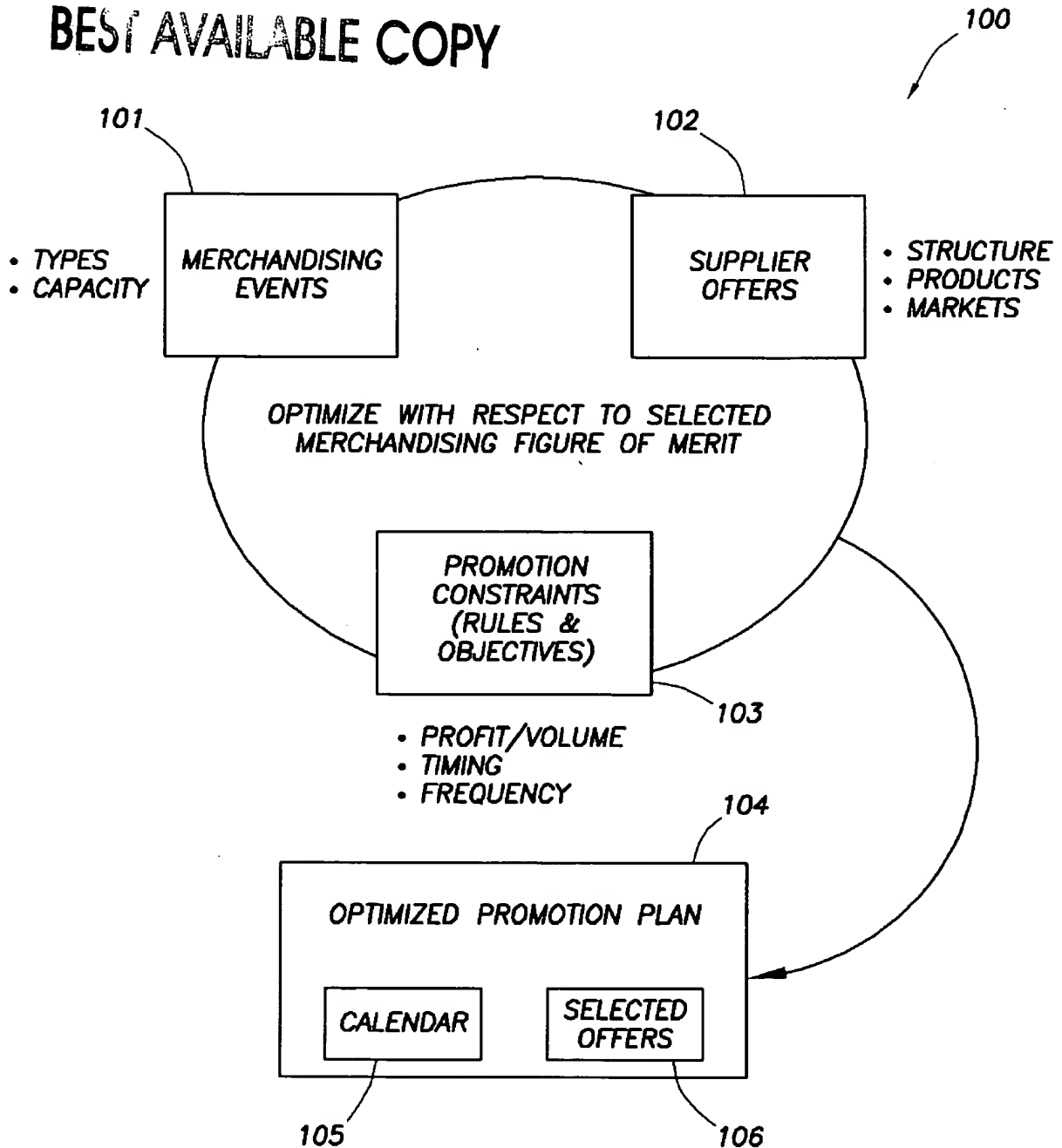


FIG. 1

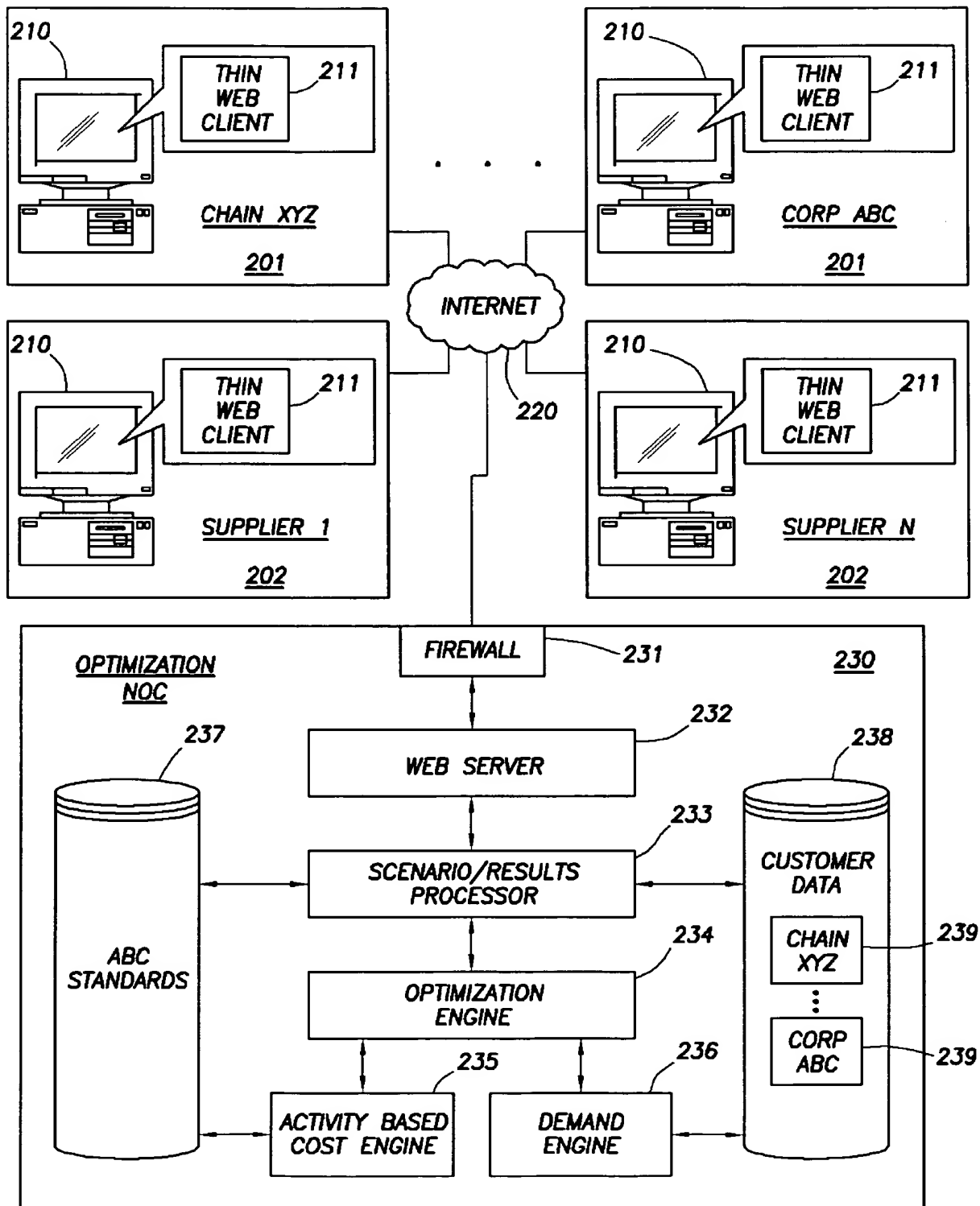
+

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FIG. 2

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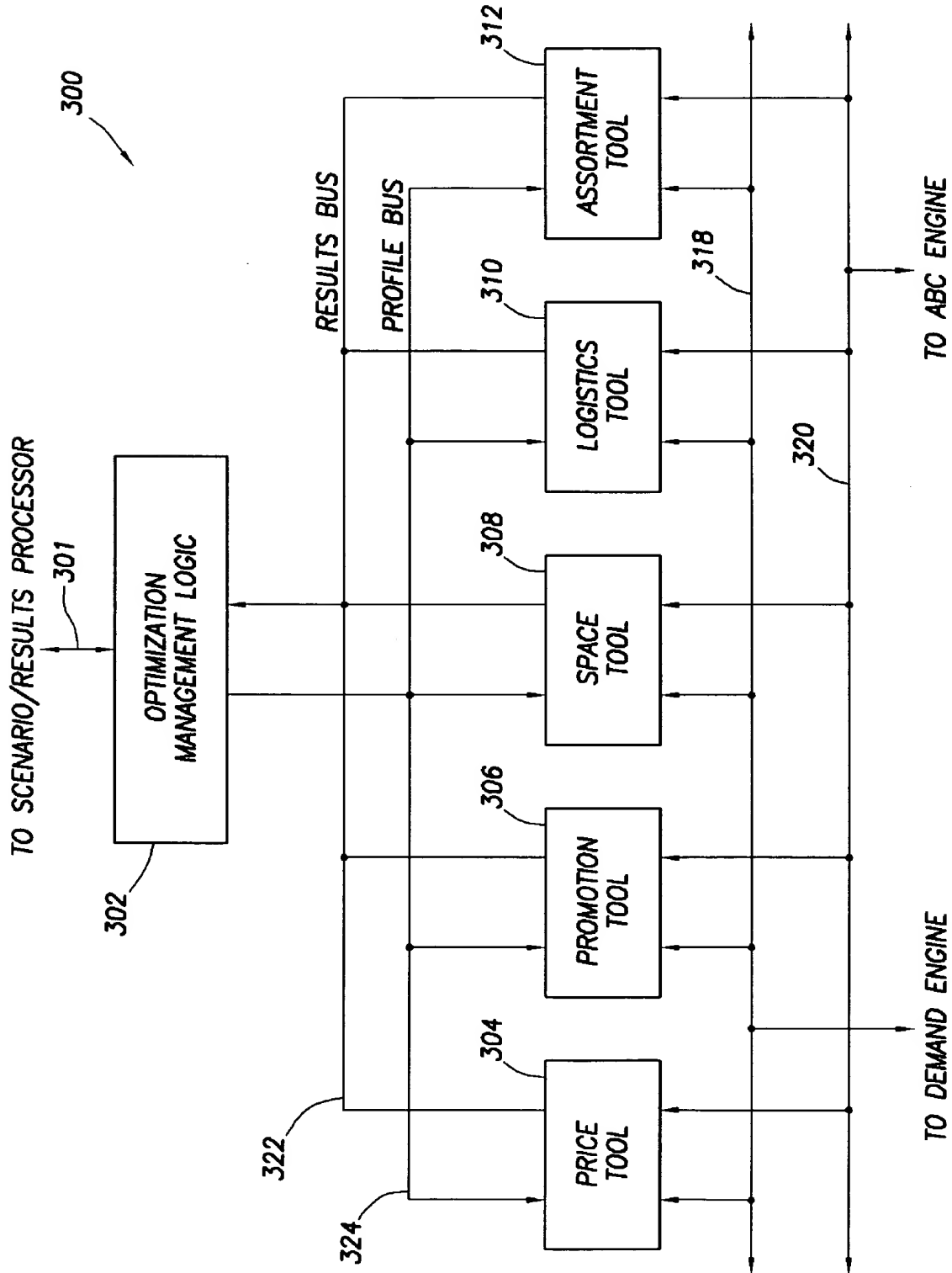


FIG.3

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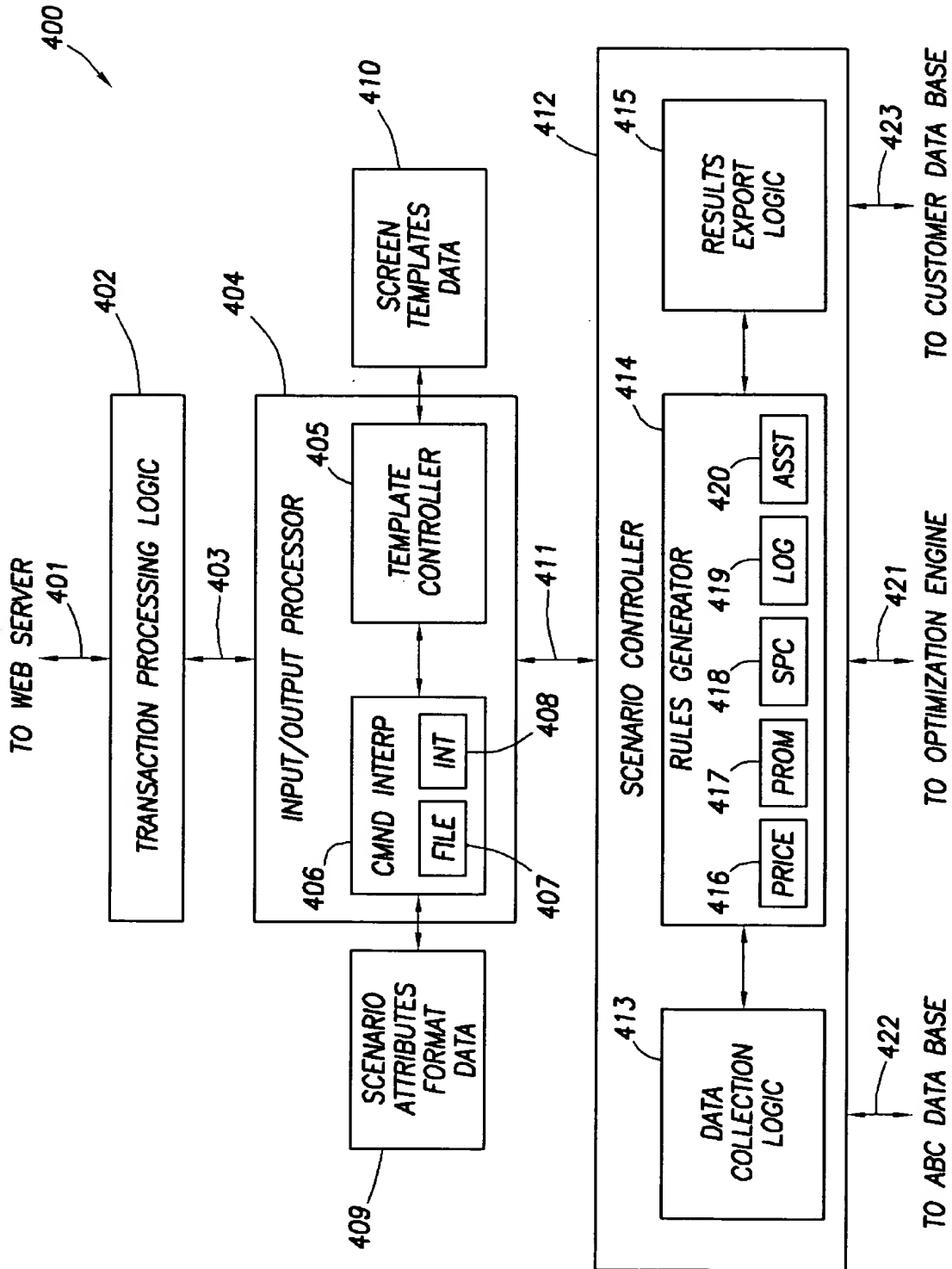


FIG. 4

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BEGIN

502

FIG.5

SELECT MERCHANDISING
LEVER FOR
OPTIMIZATION

504

ACQUIRE (SECURE) DATA

506

DEVELOP DEMAND/
FINANCIAL MODELS

508

OVERLAY LEVER
STRATEGY BUSINESS
RULES

510

OPTIMIZE LEVER
ATTRIBUTES

512

PRESENT OPTIMIZED
ATTRIBUTES

514

DIFFERENT
LEVER?

516

Y

N

DONE

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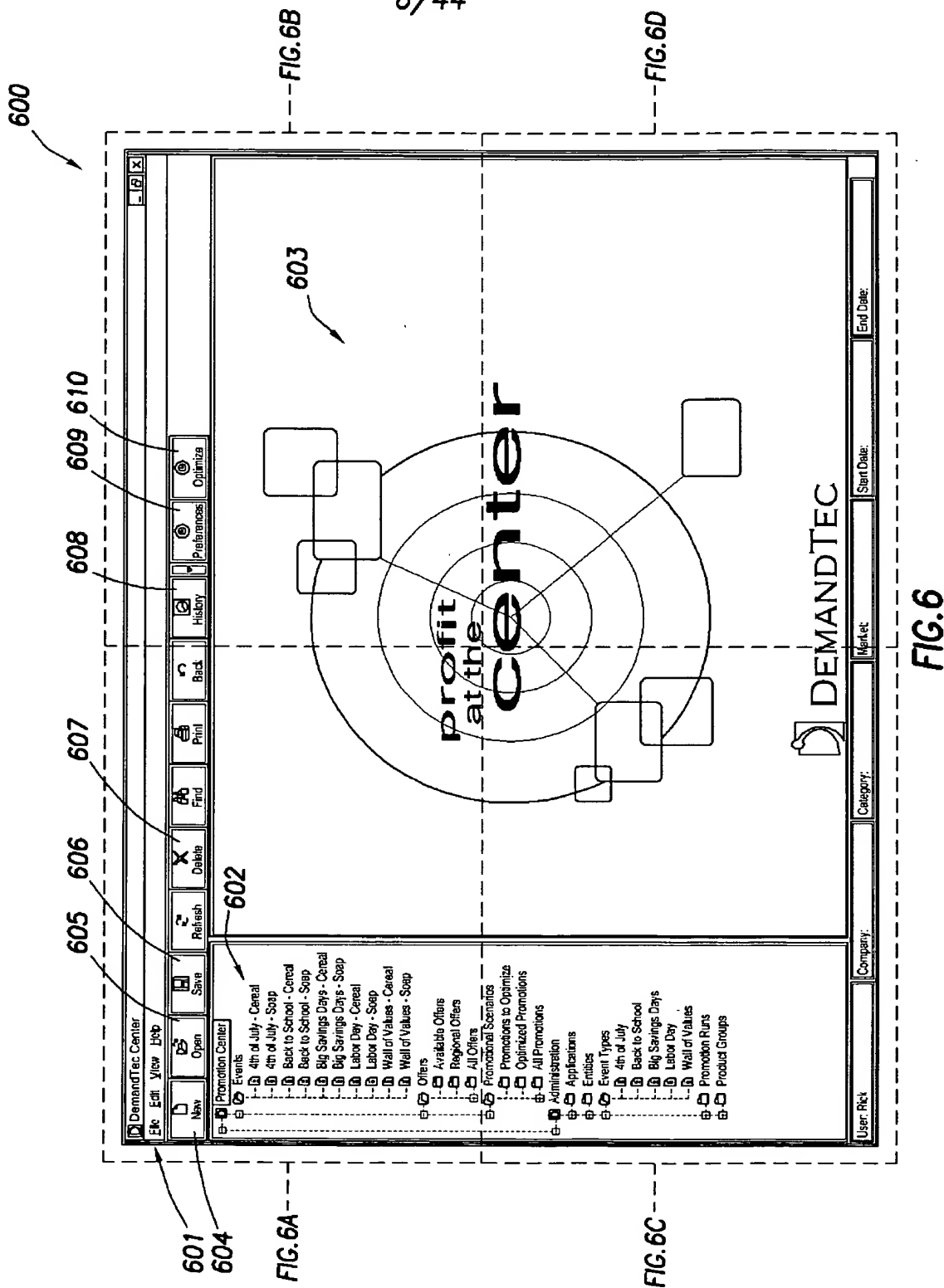


FIG. 6

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600

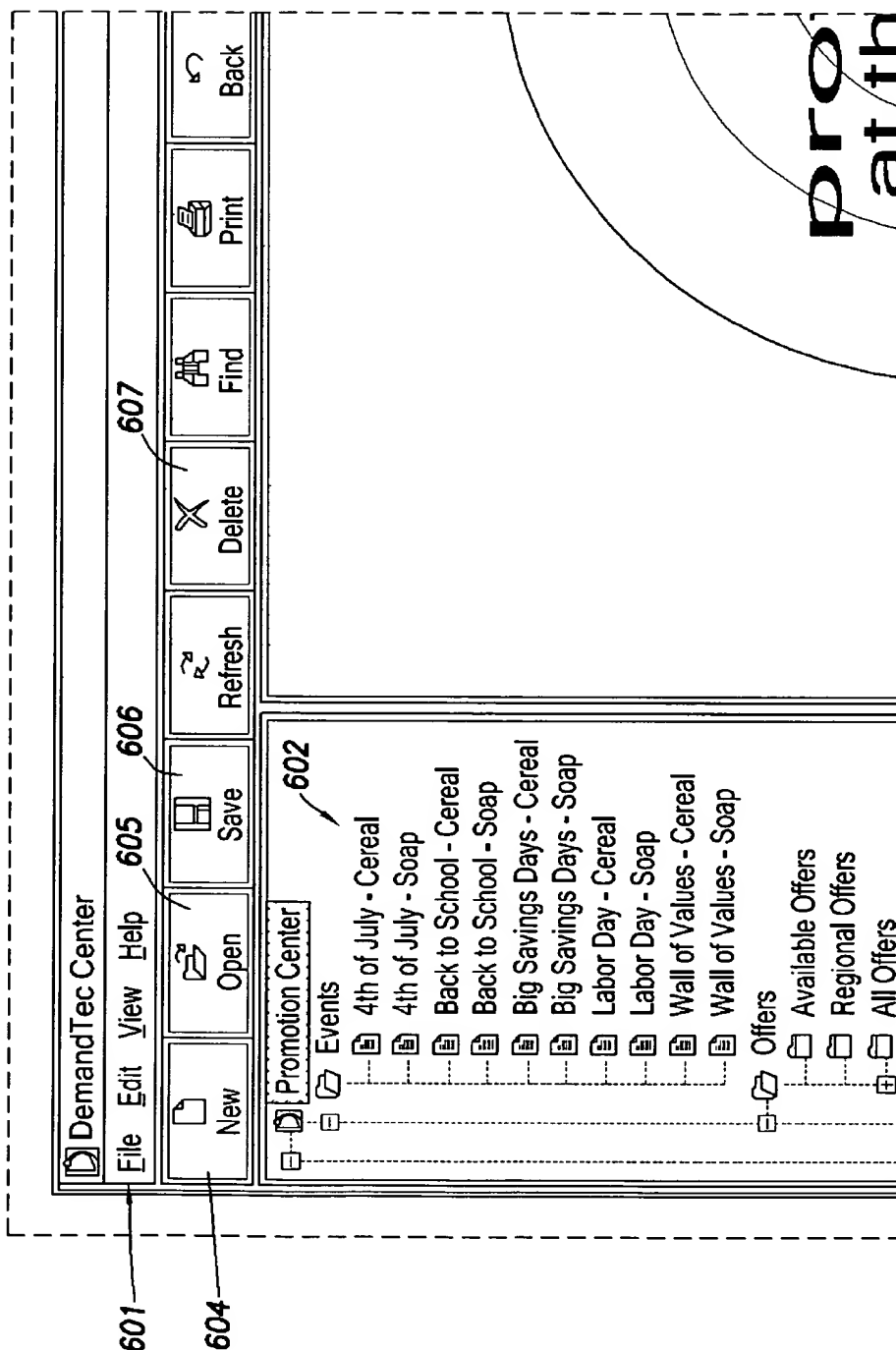


FIG. 6A

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600

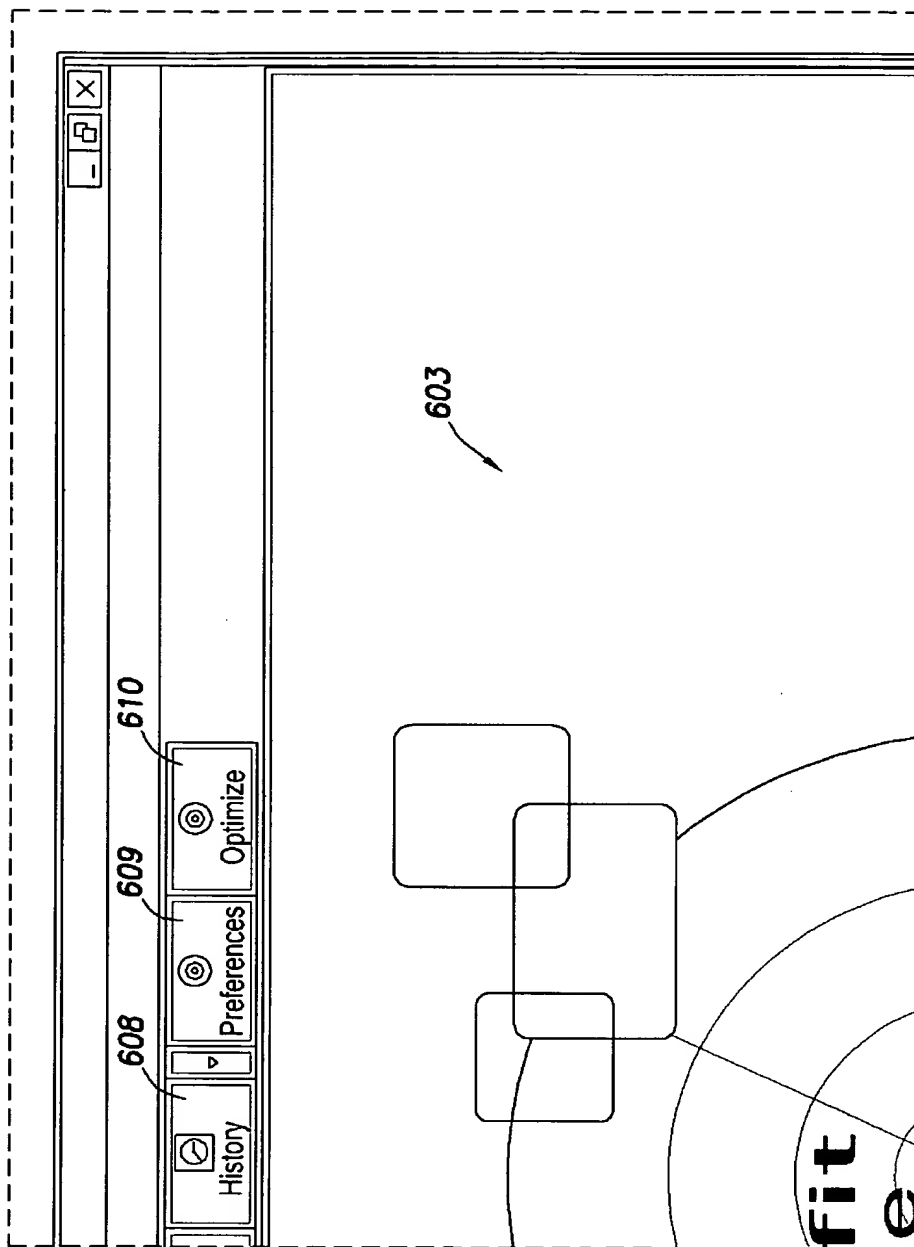


FIG. 6B

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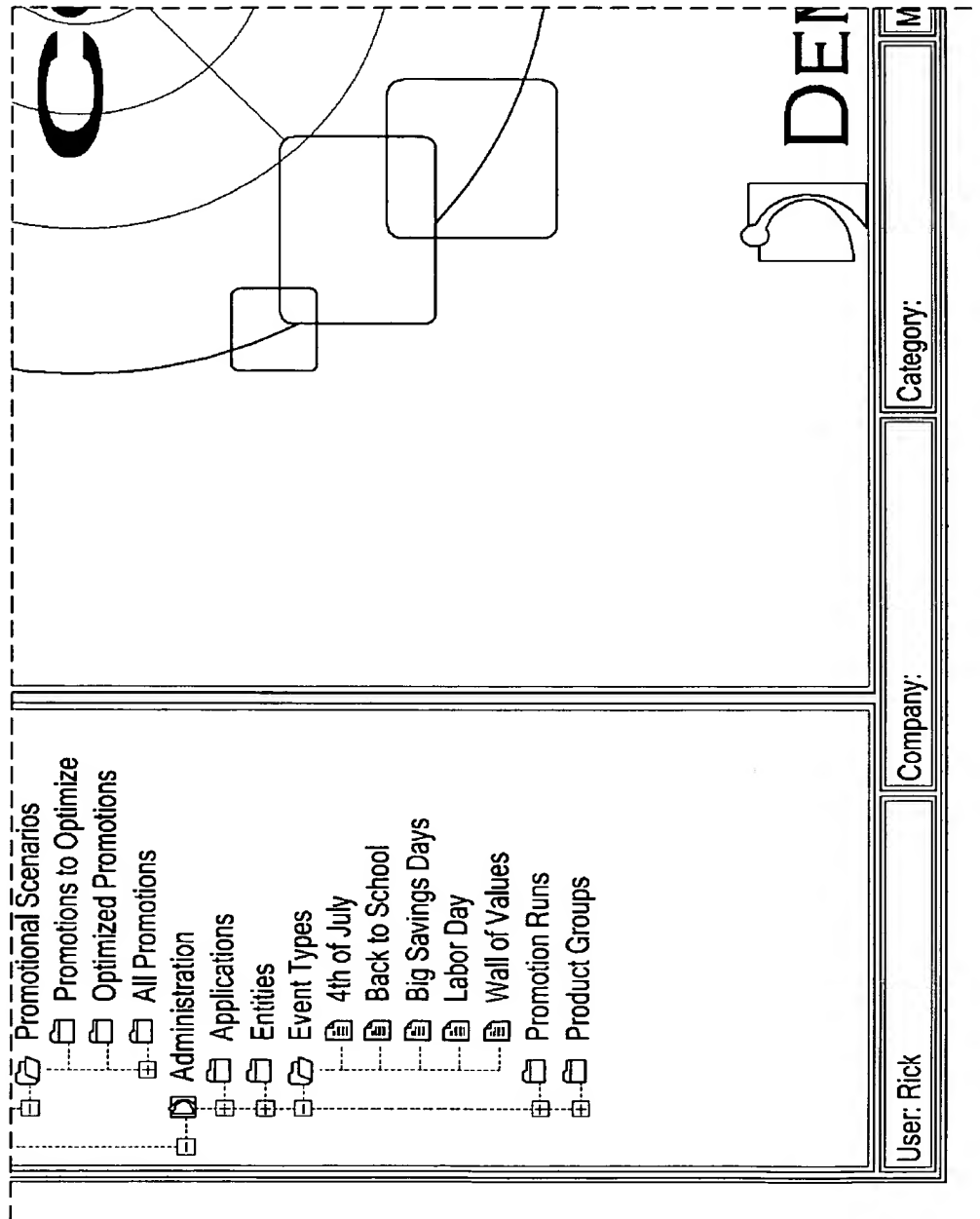


FIG. 6C

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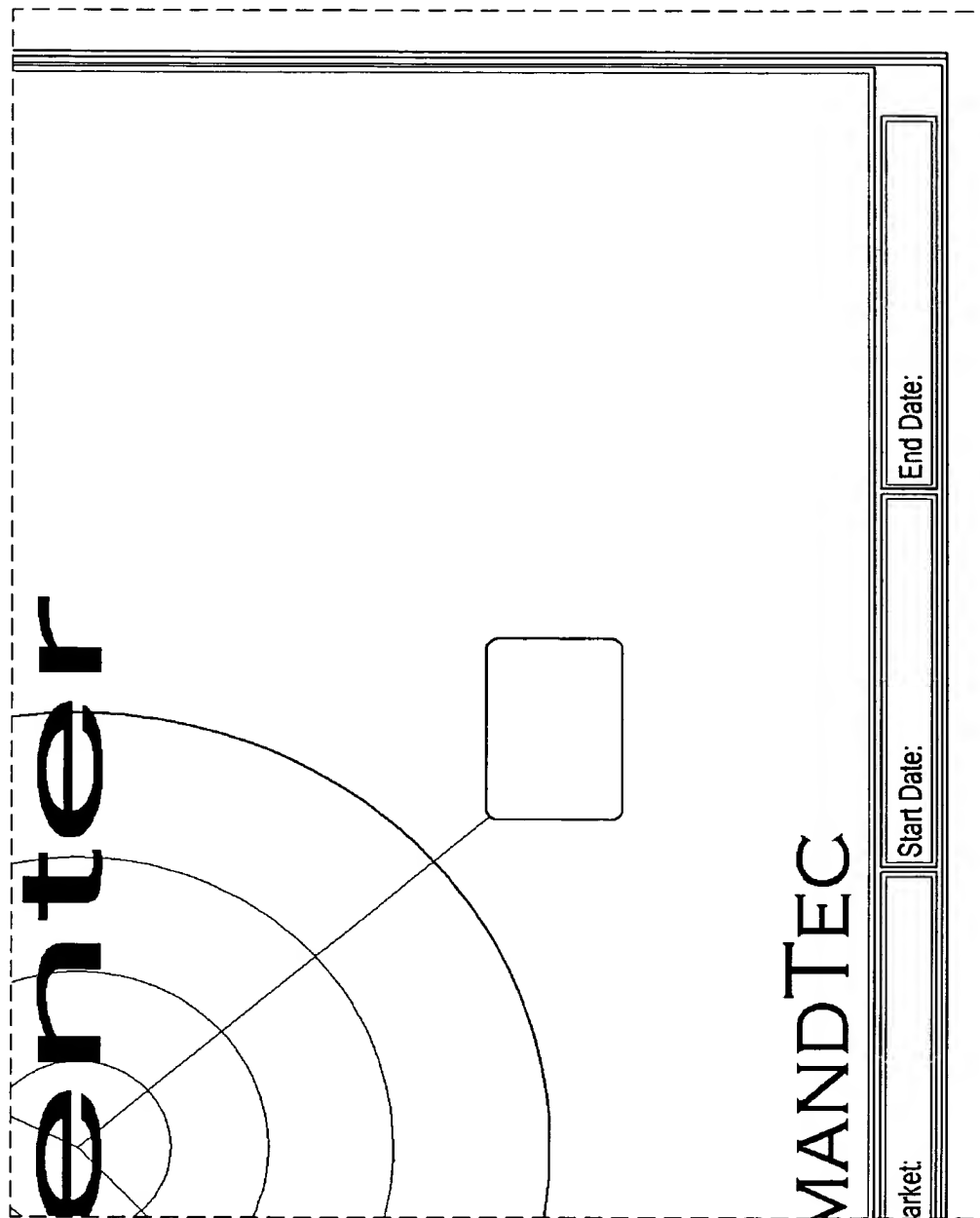


FIG. 6D

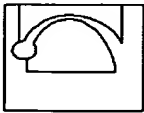
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✕
DemandTec - Promotion Center



DemandTec Promotion Center - Planning Wizard

Add filters to establish global Planning variables.

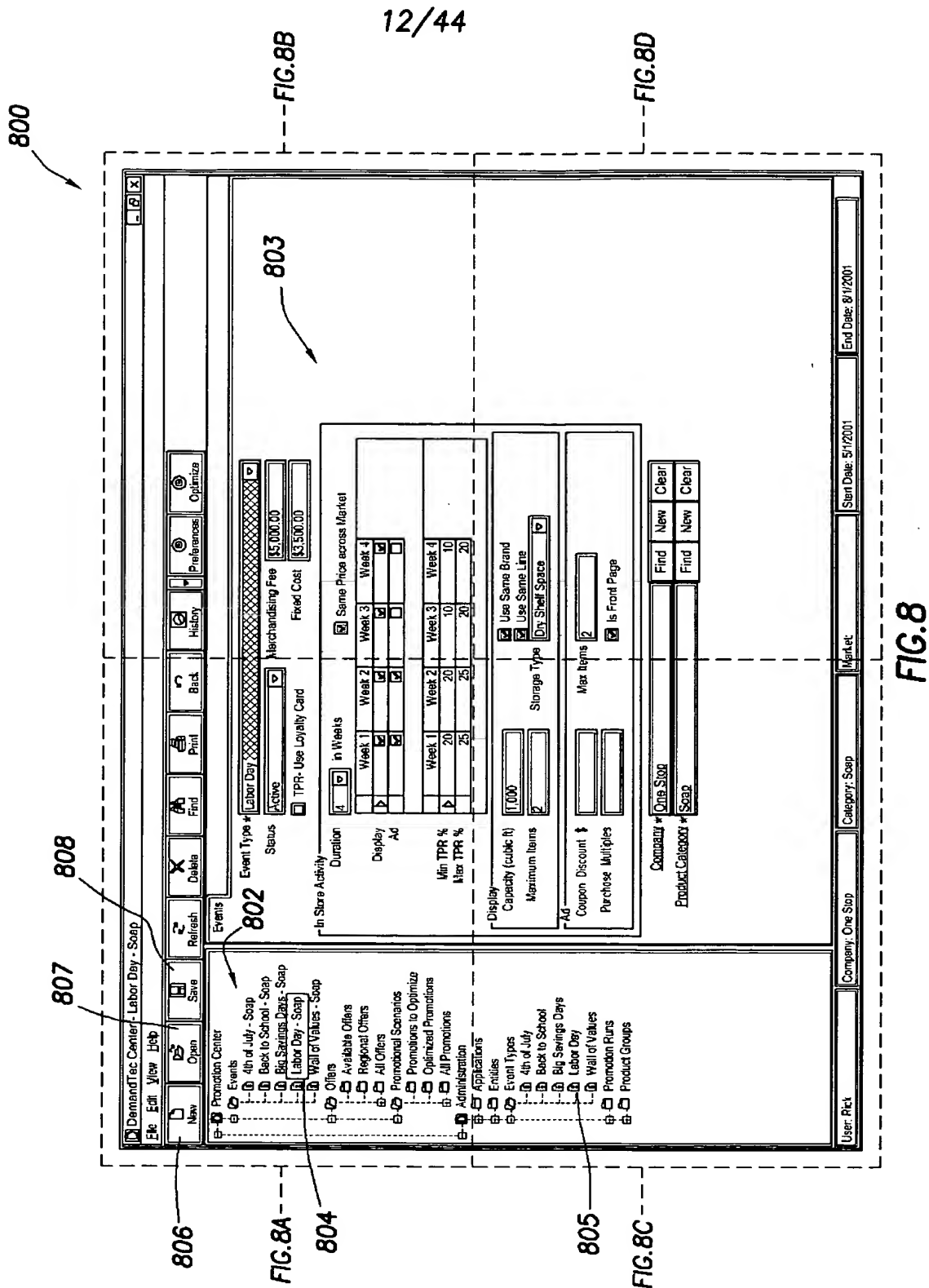
Enter Planning Start and End Dates, Company or Division, Category and Market. 702

Start Date	5/1/2001	End Date	8/1/2001			
Company	One Stop			Find	New	Clear
Product Category	Soap			Find	New	Clear
Market	North Atlanta			Find	New	Clear

Help
Back
Next
Finish
Cancel

FIG. 7

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DemandTec Center - Labor Day - Soap

808

File Edit View Help
807

New
Open
Save
Refresh
Delete
Find
Print
Back

Promotion Center
802

Events
Event Type *

4th of July - Soap
Back to School - Soap

Big Savings Days - Soap
Labor Day - Soap

Wall of Values - Soap
Offers

Available Offers
Regional Offers

All Offers
Promotional Scenarios

Promotions to Optimize
Optimized Promotions

All Promotions
Administration

Status
Active

TPR- Use Loyalty Card
4 in Weeks

In Store Activity
Duration

Display
Ad

Min TPR %
Max TPR %

FIG. 8A

PAGE 47/78 * RCVD AT 1/9/2006 5:44:49 PM [Eastern Standard Time] * SVR:USPTO-EFXXRF-6/32 * DNIS:2738300 * CSID:661-460-1986 * DURATION (mm-ss):31-52

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803

Week 3	Week 4
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Week 3	Week 4
10	10
20	20

FIG. 8B

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800

Applications

Entities

Event Types

4th of July

Back to School

Big Savings Days

Labor Day

Wall of Values

Promotion Runs

Product Groups

805

Display

Capacity (cubic ft)

1,000

Maximum Items

2

Storage Ty

Ad

Coupon Discount \$

Purchase Multiples

Max Ite

Company *

One Stop

Product Category *

Soap

User: Rick

Company: One Stop

Category: Soap

M

FIG.8C

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<input checked="" type="checkbox"/> Use Same Brand		<input checked="" type="checkbox"/> Use Same Line		<input type="text" value="Dry Shelf Space"/>	
<input checked="" type="checkbox"/> Is Front Page		<input type="text" value="2"/>		<input checked="" type="checkbox"/> Is Front Page	
<input type="text" value="Find"/>	<input type="text" value="New"/>	<input type="text" value="Clear"/>	<input type="text" value="Find"/>	<input type="text" value="New"/>	<input type="text" value="Clear"/>
<input type="text" value="Start Date: 5/1/2001"/>		<input type="text" value="End Date: 8/1/2001"/>			

FIG. 8D

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Event Type * Labor Day

Status Active

902

903

904

Merchandising Fee \$5,000.00

Fixed Cost \$3,500.00

TPR- Use Loyalty Card

In Store Activity

Duration 4 in Weeks

906

Same Price across Market

	Week 1	Week 2	Week 3	Week 4
Display	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ad	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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	Week 1	Week 2	Week 3	Week 4
Min TPR %	20	20	10	10
Max TPR %	25	25	20	20

909

910

Display Capacity (cubic ft) 1,000

911

Maximum Items 2

912

Storage Type Dry Shelf Space

913

Use Same Brand ☒

Use Same Line ☒

Ad

Coupon Discount \$

Purchase Multiples

Max Items 2

914

Is Front Page ☒

915

Company * One Stop

Product Category * Soap

916

Find New Clear

Find New Clear

FIG. 9

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FIG. 10B

FIG. 10D

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FIG. 10A

FIG. 10C

FIG. 10

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1000

DemandTec Center - New Offers Record

File Edit View Help

New Open Save Refresh Delete Find Print Back

1006

1007

1008

1001

1004

Offers

Event Requirements

Name*

Description

Supplier*

Product Group*

Deal Code

Start Date

Offer Type

Accrual Fund

Case Allowance

FIG. 10A

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1000

1000

1003

History

Preferences

Optimize

Status * Available

End Date 8/1/2001

Clear

Clear

ffer

FIG. 10B

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<div> <div> <div>Applications</div> <div>Entities</div> <div>Event Types</div> <div>Promotion Runs</div> <div>Product Groups</div> </div> <div> <div>Case Allowance</div> <div>Count/Recount</div> <div>Payment</div> <div>Percent Off</div> <div>Rebate</div> <div>Scan Program</div> </div> </div>		<div> <div>Allowance</div> <div>Duration</div> <div>Forward Buy</div> <div>\$ Amount</div> <div>% of Require</div> </div>	
<div> <div>Company *</div> <div>One Stop</div> </div>		<div> <div>Product Category *</div> <div>Soap</div> </div>	
<div> <div>Market</div> </div>		<div> <div>Category: Soap</div> </div>	
<div> <div>User: Rick</div> </div>		<div> <div>Company: One Stop</div> </div>	

FIG.10C

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5.00	Allowance per	Case	▼
	Case Cap	5,000	
	Additional Cases	▼	
	Add'l Cases		
	Add'l Weeks		

Find	New	Clear
Find	New	Clear
Find	New	Clear

Market:

Start Date: 5/1/2001

End Date: 8/1/2001

FIG. 10D

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1200

FIG. 12B

FIG. 12D

1202

1204

FIG. 12A

1203

FIG. 12C

1201

FIG. 12

DemandTec Center: New Promotion Scenarios Record

File Edit View Help

New Open Save Refresh Find Delete X Back Print Optimize Preferences History Merchandising Calendar

Promotions Offer Types Scenario Rules Products Capacities

Name *

Description

Status *

To Be Optimized ☐ Forward Buy Method ☒ Limit Forward Buy to Next Deal

Additional Weeks Additional Cases Over Buy %

Number of Weeks per % of Discount

Company * One Stop Find New Clear

Product Category * Soap Find New Clear

Market * Find New Clear

Promotion Center

Events

4th of July - Soap

Back to School - Soap

Big Savings Days - Soap

Labor Day - Soap

Wall of Values - Soap

Offers

Available Offers

Regional Offers

All Offers

Promotional Scenarios

Promotions to Optimize

Optimized Promotions

Administration

Applications

Entities

Event Types

Promotion Runs

Product Groups

User: Ric

Company: One Stop

Category: Soap

Market:

Start Date: 8/1/2001

End Date: 8/1/2001

+

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1200

DemandTec Center - New Promotion Scenarios Record

File Edit View Help

New Open Save Refresh Delete Find Print Back

Promotion Center

- Events
 - 4th of July - Soap
 - Back to School - Soap
 - Big Savings Days - Soap
 - Labor Day - Soap
 - Wall of Values - Soap
- Offers
 - Available Offers
 - Regional Offers
 - All Offers
- Promotional Scenarios
- Promotions to Optimize
- Optimized Promotions
- All Promotions
- Administration

Name *

Description

Status * To Be Optimized

Forward Buy Method

- ☐ Additional Weeks
- ☐ Cases
- ☒ None

FIG. 12A

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1200

1200

1202

History

Merchandising

Preferences

Optimize

Capacities

Merchandising

Calendar

☒ Limit Forward Buy to Next Deal

Additional Weeks

Additional Cases

Over Buy %

FIG. 12B

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1200

1200

1201

Applications
Entities
Event Types
Promotion Runs
Product Groups

Over Buy
Use Optimized
Weeks per Discount

Company * One Stop
Product Category * Soap
Market *

User: Rick
Company: One Stop
Category: Soap

FIG. 12C

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+

1200

Number of Weeks		per		%		of Discount	
<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>	
Find	New	Clear	Find	New	Clear	Find	New
Find	New	Clear	Find	New	Clear	Find	New
Find	New	Clear	Find	New	Clear	Find	New
Market:		Start Date: 5/1/2001		End Date: 8/1/2001			

FIG. 12D

+

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1301
1300

Promotions

Offer Types

Scenario Rules

Products

Capacities

Merchandising

Calendar

Name * Plan - 1st Quarter

Description First Quarter Promotion Plan

Status * To Be Optimized

☒ Limit Forward Buy to Next Deal

Forward Buy Method

☐ Additional Weeks

☒ Cases 1304

☐ None

☐ Over Buy

☐ Use Optimized

☐ Weeks per Discount

Additional Weeks

Additional Cases 2,000

Over Buy %

Number of Weeks

per % of Discount

1305

1306

Company * One Stop

Product Category * Soap

Market * North Atlanta

Find New Clear

Find New Clear

Find New Clear

1308

FIG. 13

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1400

1401

Promotions Offer Types Scenario Rules Products Capacities Merchandising Calendar

Disallow Offers with the Following Attributes

1404 Case Cap

1404 Cases

☒ Dollars

☐ Percentage of Requirement

☒ Weeks

1402

Permit Offers of the Following Types

☒ Accrual Fund

☒ Case Allowance

☒ Count/Recount

☒ Payment

☒ Percent Off

☒ Rebate

☒ Scan Program

1403

1405

1405

FIG. 14

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Promotion Rule Type	Minimum	Maximum	Unit
Average Promoted Discount	10	25	Percent
Minimum Revenue	\$10,000.00		Dollar

FIG. 15

Promotion Rule Type * Average Promoted Discount Level

This rule sets the minimum and maximum average percentage level of discount for promoted items during the planning period.

Minimum 10

Maximum 25

OK
Cancel

FIG. 16

+

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1700

1701

1702

1704

1703

1705

1705

Product Class Type

Promotions Offer Types Scenario Rules Products Capacities Merchandising Calendar

Brand

Blank	National Brand	Premium	Private Label	Private Label	Private Label
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

4th of July
 Back to School
 Big Savings
 Labor Day
 Wall of Values

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FIG. 17

+

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1800

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1804

2000

1801

1802

1803

Market North Atlanta

Start Date 5/1/2001

End Date 6/1/2001

Compute Max

	5/1/2001	5/8/2001	5/15/2001	5/22/2001	5/29/2001	Max Events
4th of July	1	1	1	1	1	5
Back to School	2	3	1	2	2	10
Big Savings	1	1	1	1	1	5
Labor Day	1	1	1	1	1	5
Wall of Values	1	1	2	2	2	8
Max Weekly Events	6	7	6	7	7	33

FIG. 18

DemandTec - Promotion Center Optimizer

DemandTec Promotion Center - Optimization Wizard

Select a Promotion Scenario to Optimize

Promotion

2001

Help Back Next Finish Cancel

FIG. 20

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1900

1901

1902

1903

1904

Promotion Type	Max Freq	Min Freq	Freq Unit	Min Gap	Gap Unit	Week
Category Promotion	2	1	Week	1	Week	Week
Brand Promotion	2	0	Week	1	Week	Week
Item Promotion	4	1	Week	2	Week	Week

FIG. 19

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2100

2102

FIG.21B

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FIG.21D

DemandTec Center - New Promotion Scenarios Record

File Edit View Help

New Open Save

Refresh Delete Print Back Forward History Preferences Optimize

Promotions Offer Types Scenario Rules Products Capabilities Merchandising Calendar

Optimized Promotion Calendar

Save

Market Chicago

Planning Period

From: July 1, 2000 To: Sep. 30, 2000

Profit \$21,400 +109% Revenue \$74,520 +3.2% Volume 3,218 -2.7%

Category Laundry Detergent

Brand/Item

☒ Cheer ☒ Tide

☒ Tide 50 Pwdr. ☒ Tide 100 Pwdr. ☒ Tide 200 Liquid ☒ Surf

☒ TPR ☒ TPR ☒ TPR ☒ TPR ☒ TPR ☒ TPR

☒ SupSav ☒ SupSav ☒ SupSav ☒ SupSav ☒ SupSav ☒ SupSav

☒ TPR ☒ TPR ☒ TPR ☒ TPR ☒ TPR ☒ TPR

FIG.21A

FIG.21C

FIG.21

+

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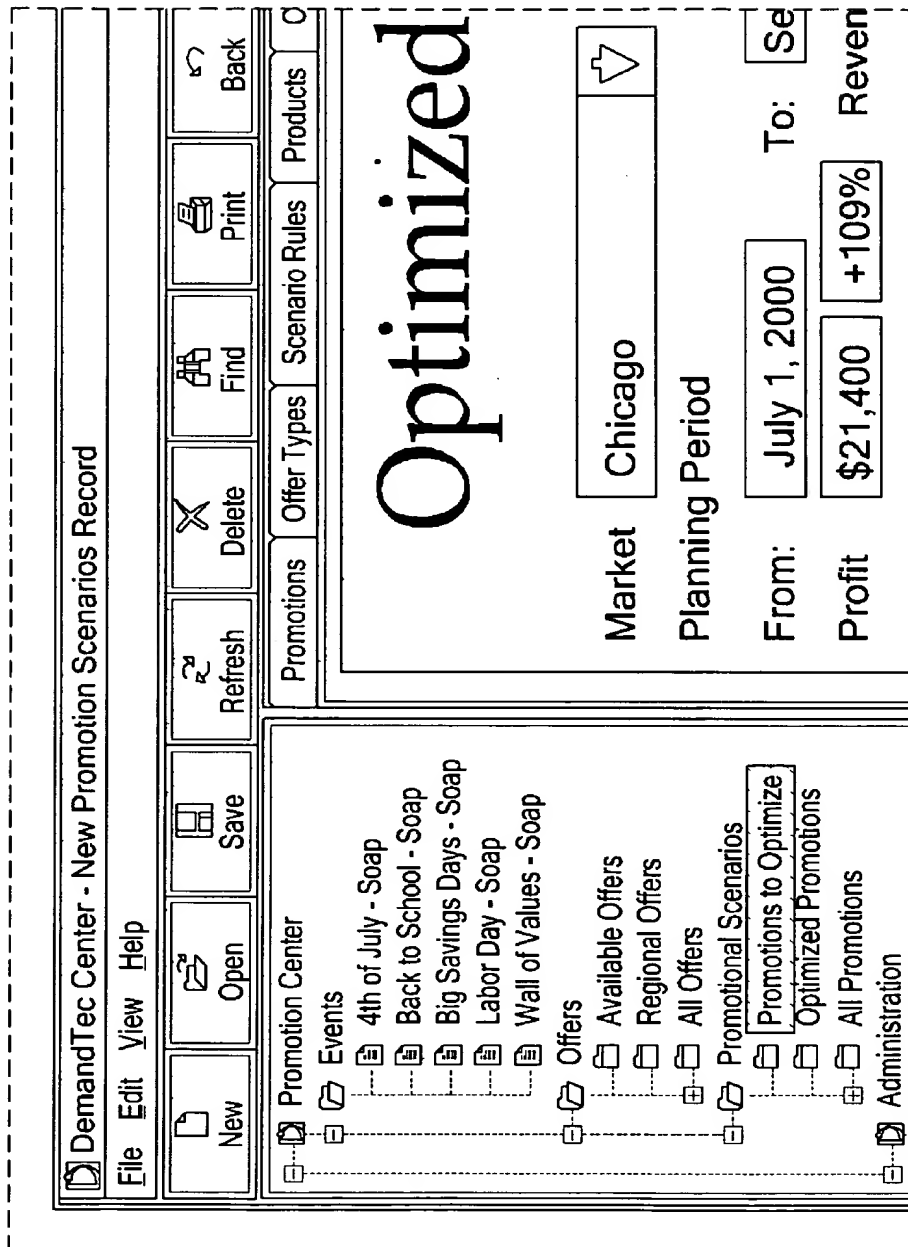


FIG. 21A

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2100

2102

Capacities Merchandising Calendar

History Preferences Optimize

Promotion Calendar

Save

Category Laundry Detergent

p. 30, 2000

ue \$74,520 +3.2%

Volume 3,218 -2.7%

FIG.21B

+

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2100

<div> <div> <div>Applications</div> <div> <div>Entities</div> <div>Event Types</div> <div>Promotion Runs</div> <div>Product Groups</div> </div> </div> <div> <div>Brand/Item</div> <div> <div> <div>+</div> <div>Cheer</div> </div> <div> <div>-</div> <div>Tide</div> </div> <div> <div>+</div> <div>Tide 50 Pwdr. — 2104</div> </div> <div> <div>+</div> <div>Tide 100 Pwdr.</div> </div> <div> <div>+</div> <div>Tide 200 Liquid — 2104</div> </div> <div> <div>+</div> <div>Surf</div> </div> </div> </div> </div>		<div> <div>Category: Soap</div> </div>
<div> <div>Company: One Stop</div> </div>		
<div> <div>User: Rick</div> </div>	<div> <div>M</div> </div>	

FIG.21C

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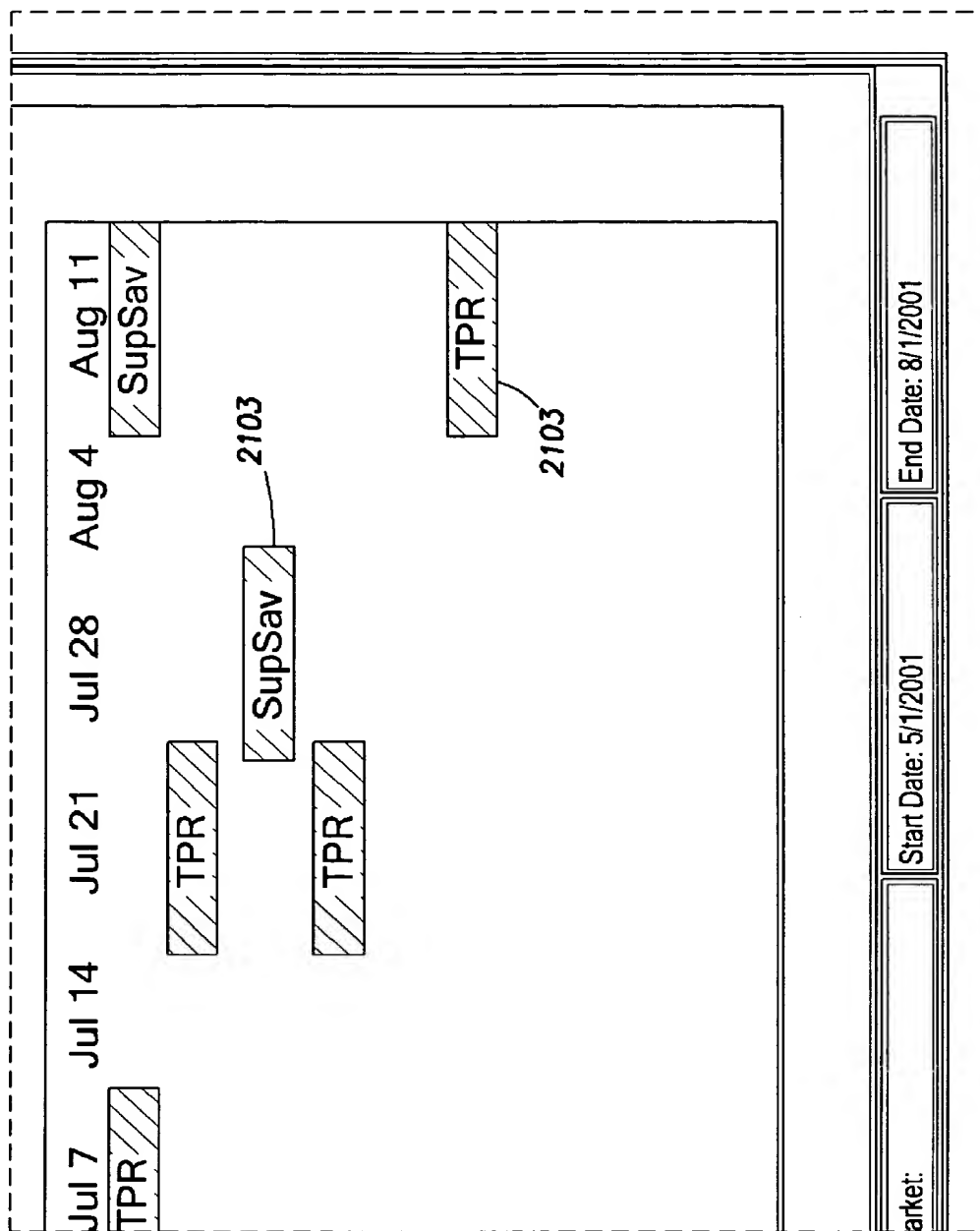
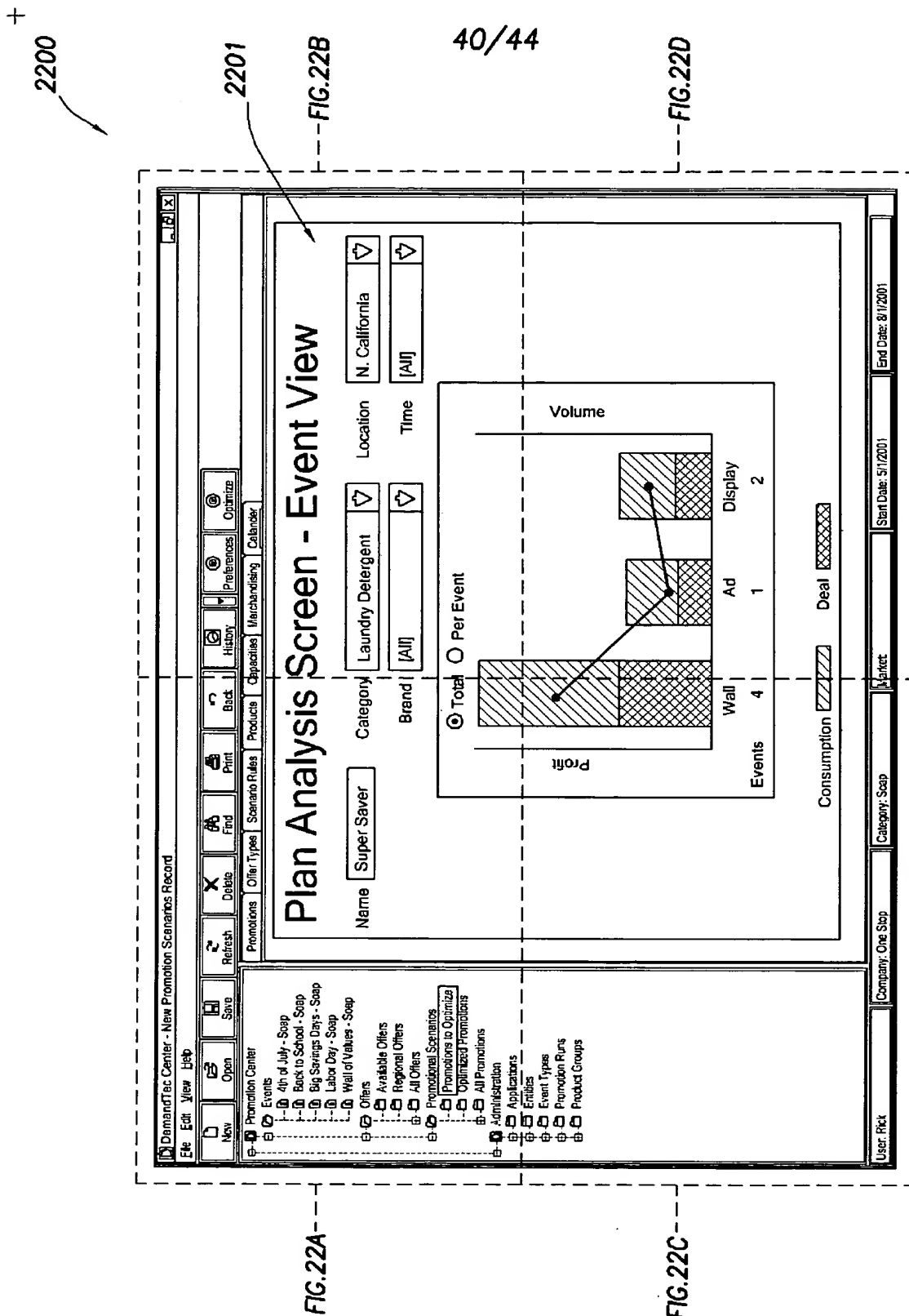


FIG. 21D

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2200

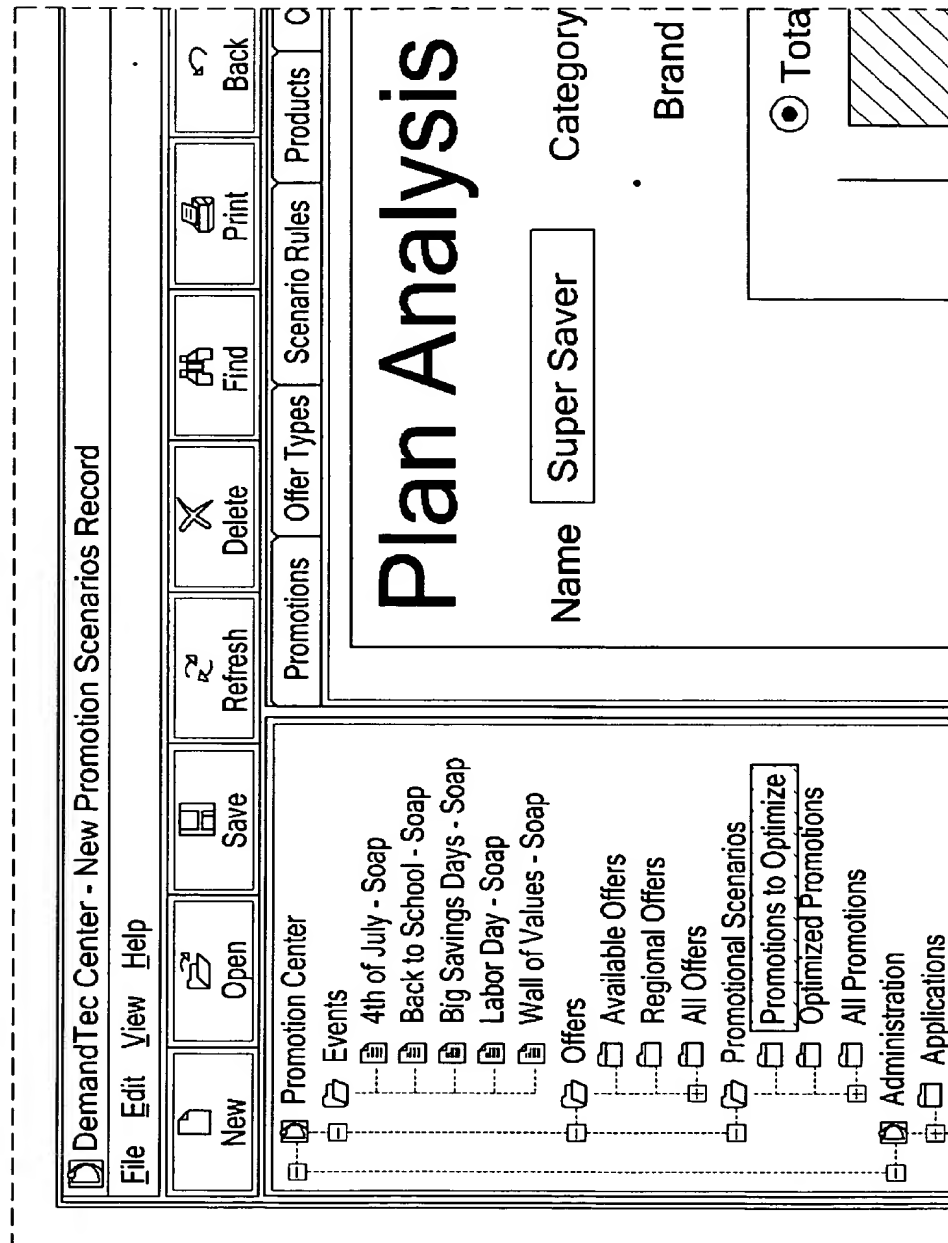


FIG. 22A

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2200

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2201

Screen - Event View

<input type="radio"/> Per Event	Laundry Detergent [All]	Location N. California	Time [All]
---------------------------------	----------------------------	---------------------------	---------------

☐ Capacities ☐ Merchandising ☒ Calendar ☐ History ☐ Preferences ☐ Optimize

FIG.22B

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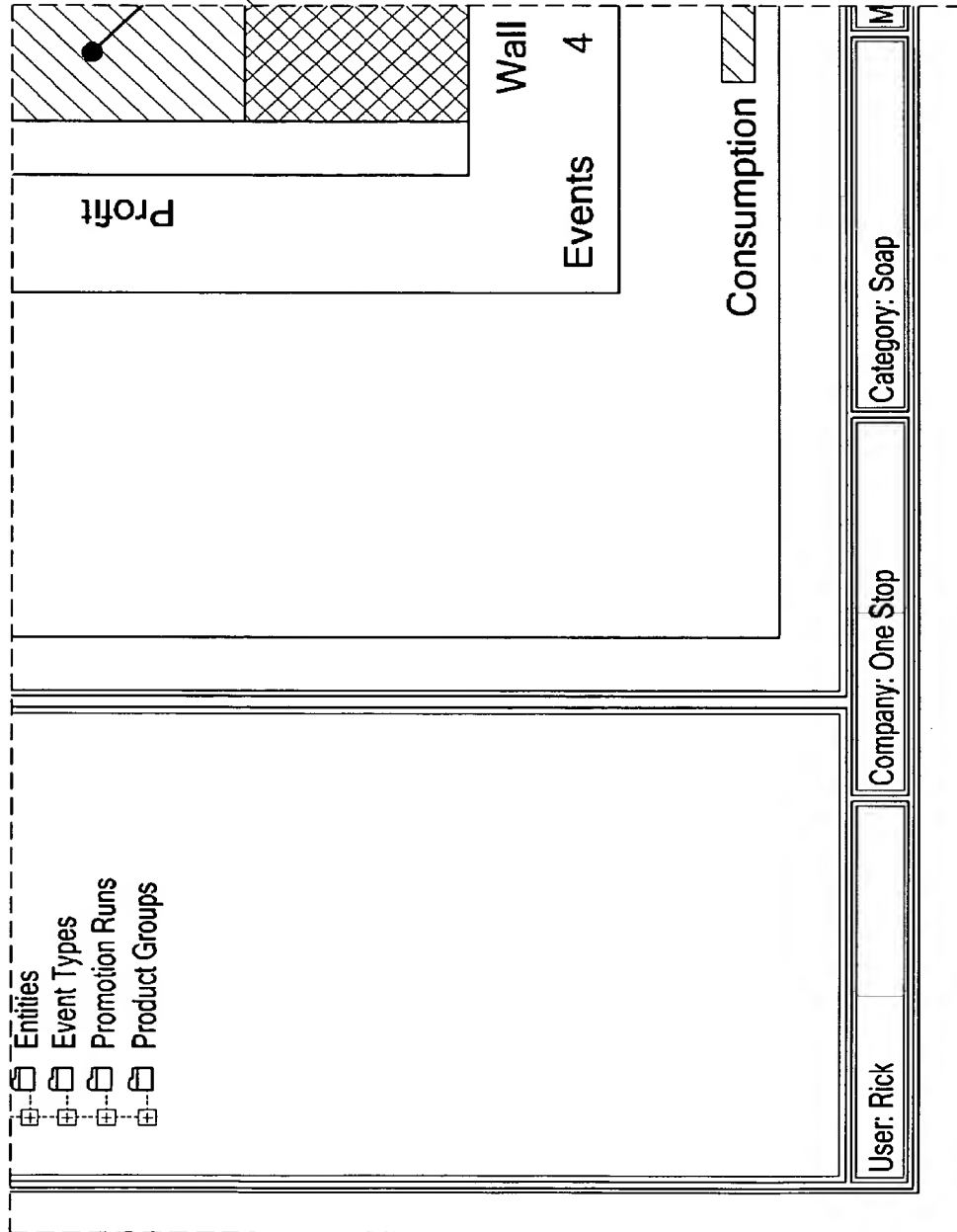


FIG. 22C

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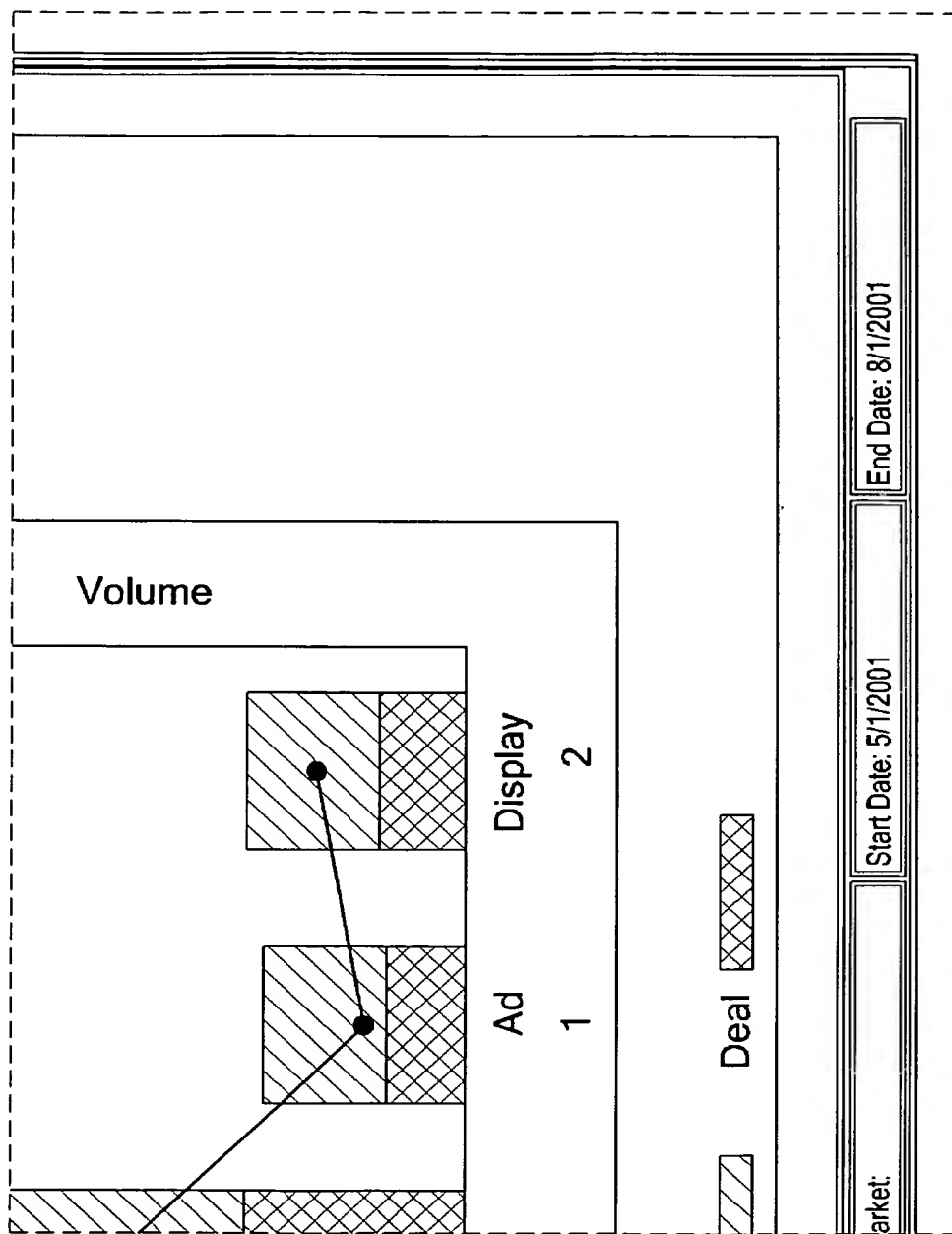


FIG. 22D

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